



# Office of Outdoor Recreation

Enhancing Maryland's  
World-Class Outdoor  
Recreation Industry

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# Overview



Wolf Den Run State Park



Youghiogheny River



Confluence of States  
members








## The Office of Outdoor Recreation was established to:

- Support and **enhance** Maryland's outdoor recreation industry
- **Increase equitable access** to outdoor recreation opportunities
- **Implement** the recommendations of the Maryland Outdoor Recreation Economic Commission
- **Expand** Maryland's world class outdoor recreation capabilities
- **Increase revenue** streams created by the outdoor recreation Industry
- Work together with the national outdoor recreation experts to **build** synergy
- **Designate** Maryland's outdoor recreation leaders as "Outdoor Recreation Ambassadors"

# Pillars



## Office of Outdoor Recreation guided by Five Pillars

-  Conservation and Stewardship
-  Education and Workforce Development
-  Public Health and Wellness
-  Equity and Inclusion
-  Economic Development





# Conservation and Stewardship

Work with the public, private, and nonprofit sectors to advocate for conservation and stewardship of land, air, water, and wildlife, and for public access to them

Facilitate public-private partnerships to enhance public outdoor recreational access and infrastructure improvements

Educate on the importance of a healthy environment



**ORR** OUTDOOR  
RECREATION  
ROUNDTABLE



CONFLUENCE  
OF STATES



# Education and Workforce Training

Engage with educators to support environmental and outdoor learning opportunities for early and life-long outdoor activity, career development, and advocacy for outdoor recreation

Promote workforce training programs for technical training, skill mastery, and business opportunities across the spectrum of outdoor industry careers

Promote interest, participation, and diversity in the outdoors for all, supporting opportunities for early and life-long outdoor learning



# Public Health and Wellness



UNIVERSITY of MARYLAND  
MEDICAL CENTER



NorthBay

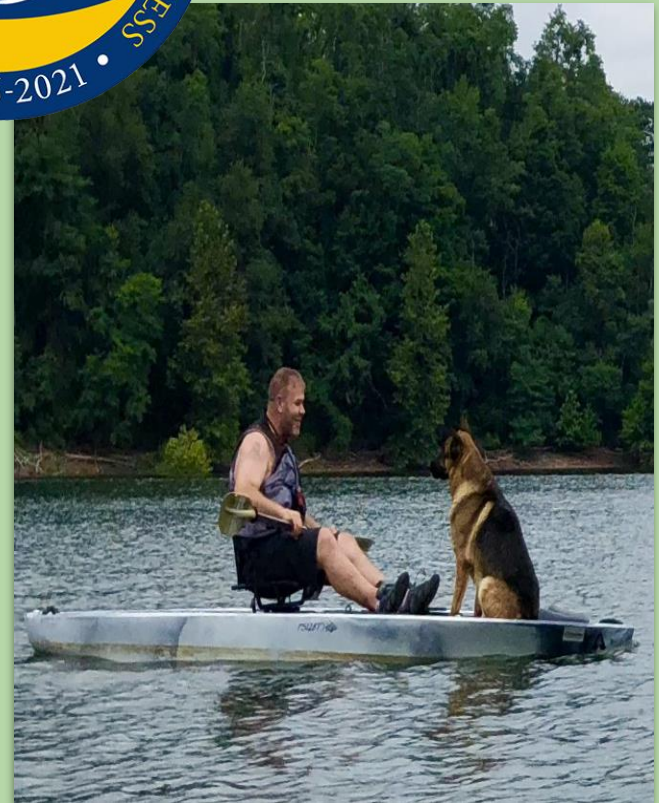


Erickson  
SENIOR LIVING™

Address social determinants of health by increasing outdoor recreation opportunities for people of all backgrounds and abilities

Partner with health & wellness stakeholders to determine shared values and common goals, build relationships, and generate innovative partnerships to fulfill shared vision

Assist in quantifying impacts of access to outdoor recreation and related social determinants on healthcare outcomes and costs





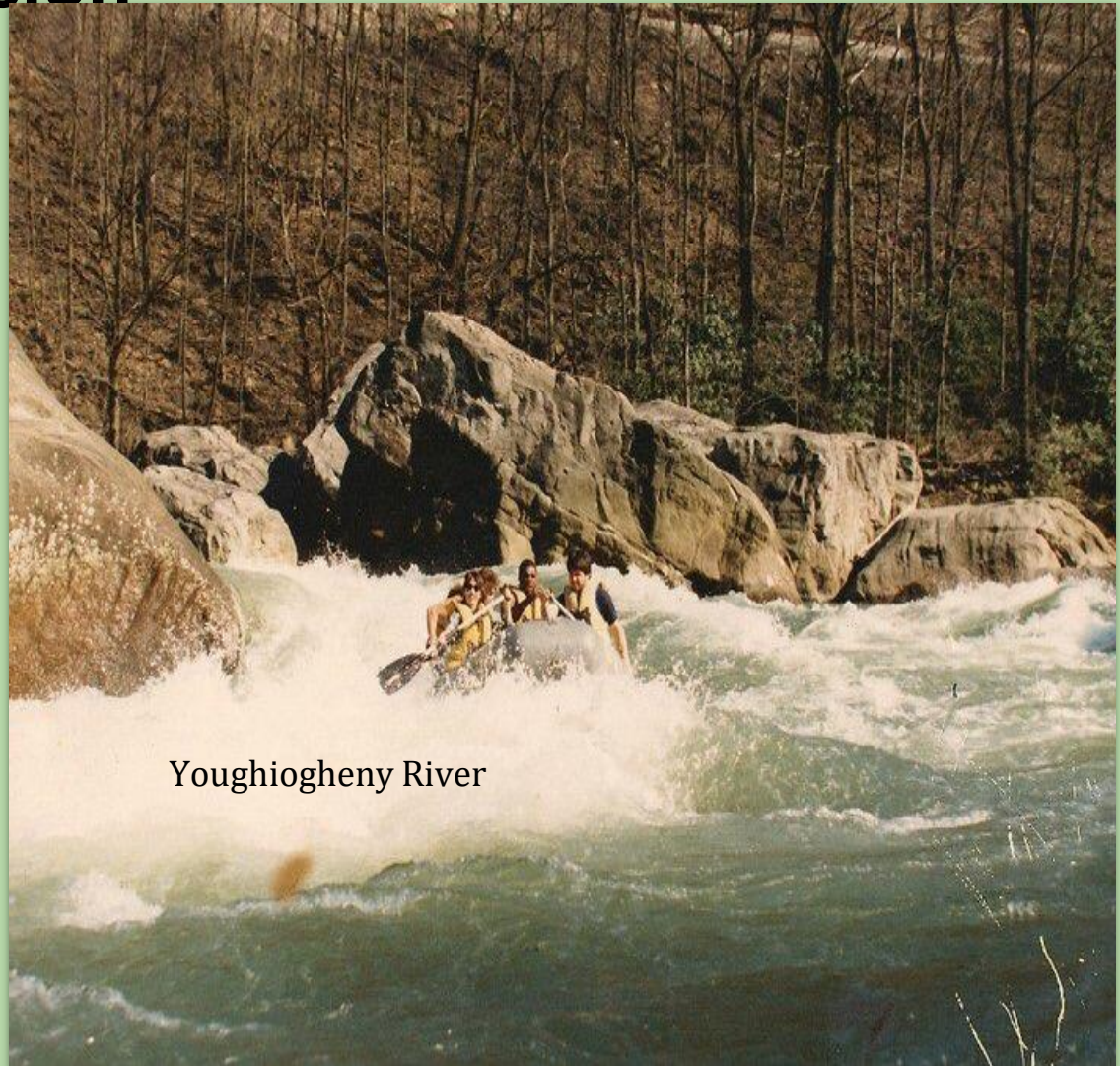
# Equity and Inclusion

Promote equity and access to the outdoors for all

Recognize and prepare for different skill levels and abilities

Accommodate people from different backgrounds and cultures

Ensure all facilities, services, employment, and experiences are available to all without regard to race, color, religion, gender, sexual orientation, age, economic status, national origin, or various levels of physical or cognitive abilities



Youghiogheny River

## Economic Development



Collaborate with all stakeholders to establish and improve sustainable outdoor recreation infrastructure and funding

Engage federal, state, and local governments, as well as local and regional economic development organizations to attract, retain, and expand business and market the outdoor recreation economy

Address barriers to businesses' success in the outdoor recreation economy





# Data Breakdown

- **\$5.51 billion value added to Maryland economy in 2020**
  - About 1.3% of total value added to Maryland economy
- **69,377 total employment in 2020**
- **\$3.36 billion in total outdoor recreation compensation**
  - 1.4% of total employment compensation in Maryland
- **2.4% average annual growth of outdoor recreation economy (excluding the year 2020)**
- **COVID-19 pandemic had significant negative impact on outdoor recreation in 2020**



# Open for the Outdoors





# Mission Statement

OTD stimulates and drives Maryland's thriving tourism economy, with a primary goal of creating a great place for all Marylanders to live, work and play.



# Outdoors Recreation is Economic Development

1. Guides and Outfitters
2. Retail Operations
3. Accommodations
4. Restaurants
5. Building Destination Brand









OPEN FOR  
ROADS LESS  
TRAVELED









